SERVICE REPORT NO. 87 CLIENT Philip Morris U.S.A.

DATE November 3, 1994 PRODUCT Virginia Slims

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed Leo Burnett U.S.A.

This reports a meeting held October 28th at Philip Morris. Present were:

Philip Morris	Leo Burnett
Giuseppe D'Alessandro	Connie Bulanda
Bob Ferrin	Doug Ryan
Suzanne LeVan	Thomas Smallwood
Wendy Marin	
Norma Suter	

Purpose

The purpose of the meeting was to review the Direct Mail Comps for the 1995 Slims Club #1 Spring V-Wear and Non-Responder Mailings.

Agreements/Discussion

Slims Club #1

- Agreed that piece met communication objectives as set forth in creative brief.
- PM approved layout and visuals subject to the following revisions.
  - General
    - Checking mechanical options to possibly increase package size and what postage implications would be, if any.
  - Letter Form
    - PM requested that LBCo. trim letter copy to make letter type size more legible.
  - Brochure
    - Retouch position of the quote on T-Shirt visual in brochure.
  - Q&A Response Card
    - Return addressed to: "Ask Virginia Slims"
    - PM to investigate opening a NY P.O. Box for return address.
    - PM requested that LBCo. add some reassurance copy in the sample answer.
    - LBCo. to explore follow-up mailing options and the types of release language used by other publications with write-in columns.

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Non-Responder

- Agreed that piece met communication objectives as set forth in creative brief.
- PM approved layout and visuals subject to the following revisions.
  - PM requested that LBCo. trim the letter copy and place emphasis on action steps.
    - Move "Don't Miss Out..." to top of letter.
    - Place "800#" in bold/larger typeface headings.
  - PM requested that LBCo. be conscious of "active responders" who may receive the "Non-Responder" mailing.
    - LBCo. to explore softening attitude in letter.
    - Develop 800# script to handle responders who receive this mailing.

Next Steps

✓	Pre-pro meeting in Chicago - Review package size options - Discuss "Q&A" process	11/2
✓	Forward Non-Responder Copy/ layout revisions	w/o 11/7

Please call with questions.

Connie

cc: John Buehler
Tom Ramsey
Donna Lukasiewicz
Lenora Rand

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